

Message Text

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PAGE 01 CANBER 03768 01 OF 02 160819Z POSS DUPE
ACTION EA-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
-----110388 160941Z /15

R 160739Z MAY 78
FM AMEMBASSY CANBERRA
TO USDOC WASHDC
INFO AMCONSUL BRISBANE
AMCONSUL MELBOURNE
AMCONSUL PERTH
AMCONSUL SYDNEY
AMEMBASSY WELLINGTON
SECSTATE WASHDC 3282

UNCLAS SECTION 1 OF 2 CANBERRA 3768

SYDNEY ALSO FOR MARKETING CENTER

EO 11652: NA
TAGS: BEXP ETRD EGEN OTRA AS NZ
SUBJECT: VISIT OF DEPUTY ASSISTANT SECRETARY OF COMMERCE
W. DEAN MORAN

REF: (A) CANBERRA 2625, (B) USDOC 09152 (NOTAL)

1. SUMMARY. MESSAGE PROVIDES INITIAL PLANNING DETAILS/
SCHEDULE FOR USDOC DEPUTY ASSISTANT SECRETARY W. DEAN MORAN
AND SUPPLIES SUGGESTIONS/INPUTS FOR ADDRESS/PRESS CONFERENCE
TALKING POINTS (PREFERABLY FORMER) DURING VISIT TO CANBERRA.
END SUMMARY.

2. EMBASSY PLEASED THAT DEPUTY ASSISTANT SECRETARY MORAN
ABLE ACCEPT INVITATION TO OFFICIATE AT OPENING OF NEW U.S.
INTERNATIONAL MARKETING CENTER IN SYDNEY ON JUNE 12. IN
VIEW OF AMBASSADOR'S ABSENCE NOW SCHEDULED FOR THAT PERIOD
DUE TO HIS ATTENDANCE AT ANZUS MINISTERIAL MEETING IN
WASHINGTON, DCM SQUIRE DELIGHTED THAT HE WILL BE ABLE TO
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PARTICIPATE WITH ASSISTANT SECRETARY MORAN IN THIS IMPORTANT
PROGRAM.

3. AS REGARDS THE CANBERRA PROGRAM WHICH EMBASSY WOULD LIKE
TO SCHEDULE FOR TUESDAY, JUNE 13, WE HAVE FOLLOWING
PRELIMINARY SUGGESTIONS FOR CONSIDERATION:
A) LEAVE SYDNEY 0940 HOURS JUNE 13 VIA FLIGHT TN 475,

ARRIVE CANBERRA 1020, MET BY ECON COUNSELOR R.N. KIRBY,
EMBASSY CONTROL OFFICER FOR VISIT.

B) CHECK INTO LAKESIDE HOTEL, MOST CONVENIENTLY LOCATED
AND SITE OF VICE PRESIDENT'S OFFICIAL HEADQUARTERS DURING
HIS RECENT VISIT.

C) PROGRAM OF CALLS ON KEY GOA OFFICIALS NOW BEING
PROGRAMMED BUT TO INCLUDE AT LEAST THE FOLLOWING AT THE
EQUIVALENT LEVEL: (1) DEPARTMENT OF TRADE AND RESOURCES;
(2) DEPARTMENT OF INDUSTRY AND COMMERCE; (3) DEPARTMENT OF
BUSINESS AND CONSUMER AFFAIRS; AND (4) DEPARTMENT OF THE
TREASURY. DEPARTMENTS ONE, TWO AND THREE, PARTICULARLY THE
FIRST, AS NOW REORGANIZED, CONTAIN PORTFOLIOS RELATED TO
ACTIVITIES GERMANE TO THE INTERESTS OF MR. MORAN, AND
TREASURY INCLUDES OVERSIGHT WITH RESPECT TO INVESTMENTS BY
U.S. BUSINESS AND PARTICULARLY THOSE IN MINERALS AREAS
LIKELY TO SUCK IN U.S. EQUIPMENT EXPORTS AND WITH RESPECT
TO TECHNOLOGY TRANSFERS AND LICENSING ARRANGEMENTS ALSO
GERMANE TO THE EXPORT DEVELOPMENT FUNCTIONS OF MR. MORAN.
D) DEPENDING UPON FIRMING UP OF VENUE AND TIME FRAME, WE
PROPOSE EITHER A LUNCHEON ADDRESS BY MR. MORAN OR A MID-
AFTERNOON PRESS CONFERENCE AT THE NATIONAL PRESS CLUB WITH
THE EMBASSY RECOMMENDING THE FORMER. WE WILL PROVIDE
DETAILS SHORTLY.

E) AS REGARDS THE ADDRESS OR THE PRESS CONFERENCE, WE
SUGGEST THAT COMMERCE PUBLIC AFFAIRS INCLUDE FOLLOWING
POINTS IN SPEECH OR TALKING POINTS FOR MR. MORAN:
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(1) THE JOB-CREATING POTENTIAL OF THE NEW IMC
THROUGHOUT AUSTRALIA AS ITS EVENTS PROGRAMS FOR AMERICAN
FIRMS ASSIST IN THE NEGOTIATION OF NEW AGENCY/DISTRIBUTOR
ARRANGEMENTS AND LICENSING AGREEMENTS.

(2) THE R AND D INPUT OF THE IMC
FOR THE AUSTRALIAN FIRMS THROUGH THE TECHNOLOGY TRANSFERS
IMPLICIT IN LICENSING AGREEMENTS NEGOTIATED BY U.S. FIRMS
PARTICIPATING IN THE IMC EVENTS PROGRAMS.

(3) THE INTRODUCTION OF NEW SYSTEMS, EQUIPMENT AND
TECHNOLOGY AS ESTABLISHED FIRMS PARTICIPATING IN THE IMC
EVENTS PROGRAMS INTRODUCE THE LATEST STATE-OF-THE-ART IN A
WIDE RANGE OF HIGH TECHNOLOGY INDUSTRIES.

(4) THE ASSISTANCE TO THE EXPORT POTENTIAL OF
AUSTRALIAN FIRMS IN THE REGION AS THEY ADOPT THESE NEW
INPUTS FROM AMERICAN INDUSTRY IN THEIR EXPORT DEVELOPMENT
PROGRAMS IN SOUTH EAST ASIA.

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SYDNEY ALSO FOR MARKETING CENTER

(5) THE CONTINUING OPPORTUNITIES THROUGH THE IMC FOR TECHNOLOGY TRANSFERS IN BOTH DIRECTIONS THROUGH THE AMERICAN-AUSTRALIAN INDUSTRY INTERFACE. A PRIME EXAMPLE CAN BE THE RECENT EXPERIENCE OF THE INSTRUMENT LANDING SYSTEM RECENTLY APPROVED BY ICAO (SEE STATE 102606) THROUGH WHICH BOTH AUSTRALIAN AND U.S. INDUSTRY WILL BENEFIT THROUGH EXPANDED EXPORTS FOR MANY YEARS TO COME.

(6) THE UNDERLYING STRENGTHS OF THE U.S. ECONOMY PARTICULARLY AS DRAMATICALLY DEMONSTRATED BY THE CREATION OF MORE THAN FOUR MILLION NEW JOBS IN 1977 ALONE. SEE ALSO THE ELEMENTS OF THE FEDERAL RESERVE SUMMARY RECENTLY PROVIDED IN STATE 104448.

4. AS REGARDS TALKING POINTS OR SPEECH NOTES, SUGGEST USDOC-OIM CAN PROVIDE HISTORICAL PICTURE OF AGENCY AGREEMENTS NEGOTIATED OVER PREVIOUS HISTOR OF OLE U.S. TRADE CENTER AND REASONS WHY THE REGIONAL FOCUS OF THE IMC (INCLUDING THE OFF-SITE EVENTS PROGRAMS IN OTHER AUSTRALIAN STATES) CAN BE ANTICIPATED FURTHER TO ENHANCE MUTUALLY
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PROFITABLE BUSINESS ARRANGEMENTS. "EMPLOYMENT OPPORTUNITIES" IS A VERY SENSITIVE ISSUE THROUGHOUT AUSTRALIA AS IT TOO REVIEWS ITS EXPORT DEVELOPMENT PROGRAMS ALTHOUGH THESE ARE PRIMARILY FOCUSED ON PRIMARY PRODUCTS (MINERALS AND

AGRICULTURAL PRODUCTS); AND PROTECTIONISM REARS ITS UGLY HEAD HERE IN A BROAD RANGE OF INDUSTRIES FROM TIMBER AND PARTICLE BOARD TO THE AUTOMOBILE SECTOR. THUS, THE REMARKS OR ADDRESS SHOULD FOCUS ON "WHAT'S IN IT FOR AUSTRALIA" WHILE EMPHASIZING THE MUTUAL BENEFITS FROM THE IMC INTERFACE BETWEEN AUSTRALIAN AND AMERICAN INDUSTRY AND BUSINESS.

5. DINNER EVENING OF TUESDAY, JUNE 13 TO
INCLUDE KEY GOA OFFICIALS.

6. SUGGEST DEPARTURE CANBERRA 0930 HOURS, WEDNESDAY, JUNE 14 VIA ANSETT FLIGHT AN 354 WITH ETA SYDNEY 1005 HOURS. THIS WILL PROVIDE SUFFICIENT TIME FOR CONNECTION WITH DIRECT FLIGHT TO U.S.
ALSTON

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Message Attributes

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